

**IN THE UNITED STATES**  
**PATENT AND TRADEMARK OFFICE**

RECEIVED  
CENTRAL FAX CENTER  
JAN 10 2011

Attorney Docket No.: Google-41 (GP-099-00-US)

Applicants: Ross KONINGSTEIN, et al.

Serial No.: 10/750,451

Confirmation No.: 4989

Filing Date: December 31, 2003

Title: SUGGESTING AND/OR PROVIDING TARGETING CRITERIA FOR  
ADVERTISEMENTS

Examiner: Michael Bekerman

Group Art Unit: 3622

Mail Stop Appeal Brief  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**REQUEST FOR A TWO (2) MONTH EXTENSION OF TIME**

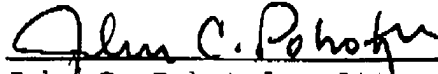
Further to the Notice Appeal filed on September 9, 2010, which set a time for response to expire on November 9, 2010, please extend that period two (2) months to expire on January 9, 2011. The Patent Office is authorized to charge the fee of \$490.00 and any fee due to the deposit account of Straub & Pokotylo, deposit account number 50-1049.

RECEIVED  
CENTRAL FAX CENTER

JAN 10 2011

January 10, 2011

Respectfully submitted,



John C. Pokotylo, Attorney

Reg. No. 36,242

Customer No. 26479

(732) 936-1400

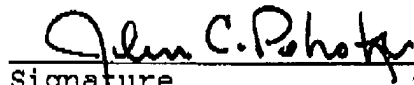
STRAUB & POKOTYLO  
788 Shrewsbury Ave.  
Tinton Falls, NJ 07724

**CERTIFICATE OF FACSIMILE TRANSMISSION**

I hereby certify that this paper (and any accompanying paper(s)) is being facsimile transmitted to the United States Patent Office on the date shown below.

John C. Pokotylo

Type or print name of person signing certification



Signature

January 10, 2011

Date